



WPTV

ORDER

Print Date 09/06/12

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Flight Dates **10/26/12-11/06/12**

Contract / Revision **309963 /**

Original Date / Revision
09/04/12 09/05/12

Advertiser **West / Republican / Congress**

Agency **Strategic Media Services**

Buying Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Product

Allen West for Congress

Agency Com 15%

Billing Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **Order # 692**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 40% Market Value 285312

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	60%	171187
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	17	\$16,022.50	\$18,850.00	0.00
November 2012	82	\$80,983.75	\$95,275.00	0.00
Totals	99	\$97,006.25	\$114,125.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	17	\$16,022.50	\$18,850.00
10/29/12	11/06/12	82	\$80,983.75	\$95,275.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	10/26/12	11/06/12	M-F 5-6a M-F 5-6a	CM	5-6a	11111--	:30	5	\$500.00	FX	0.00 NM	7	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/26/12	11/01/12	1-111--					4	\$500.00		0.00		
		Week: 11/02/12	11/08/12	11--1--					3	\$500.00		0.00		
N 2	WPTV	10/26/12	11/06/12	M-F 6-7a M-F 6-7a	CM	6-7a	11111--	:30	5	\$1,200.00	FX	0.00 NM	7	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/26/12	11/01/12	111-1--					4	\$1,200.00		0.00		



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Contract / Revision **309963** Flight Dates **10/26/12-11/06/12**

Hiatus Dates

Original Date / Revision 09/04/12/ 09/05/12

Order Sep 00:20:00

Advertiser **West / Republican / Congre** Product **Allen West for Congress** Estimate # **Order # 692**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WPTV	10/26/12	11/06/12	M-F 6-7a M-F 6-7a	CM	6-7a	11111--	:30	5	\$1,200.00	FX	0.00	NM	7	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	11--1--					3	\$1,200.00		0.00			
N 3	WPTV	10/26/12	11/06/12	M-F 7-9a M-F 7-9a	CM	7-9a	11111--	:30	5	\$1,500.00	FX	0.00	NM	7	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	11111--					5	\$1,500.00		0.00			
Week:		11/02/12	11/08/12	-1--1--					2	\$1,500.00		0.00			
N 4	WPTV	11/03/12	11/06/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$725.00	FX	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S-					1	\$725.00		0.00			
N 5	WPTV	11/03/12	11/06/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S-					1	\$500.00		0.00			
N 6	WPTV	11/03/12	11/06/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$1,075.00	FX	0.00	NM	1	\$1,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S					1	\$1,075.00		0.00			
N 7	WPTV	11/03/12	11/06/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S					1	\$2,500.00		0.00			
N 8	WPTV	10/26/12	11/06/12	M-F 9-10a M-F 9-10a	CM	9-10a	11111--	:30	5	\$650.00	FX	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	--1-1--					2	\$650.00		0.00			
Week:		11/02/12	11/08/12	11--1--					3	\$650.00		0.00			
N 9	WPTV	10/26/12	11/06/12	M-F 11-12n M-F 11-12n	CM	11a-12p	11111--	:30	5	\$425.00	FX	0.00	NM	4	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	--1-1--					2	\$425.00		0.00			
Week:		11/02/12	11/08/12	1---1--					2	\$425.00		0.00			
N 10	WPTV	10/26/12	11/06/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	11111--	:30	5	\$500.00	FX	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	1-11---					3	\$500.00		0.00			
Week:		11/02/12	11/08/12	1---1--					2	\$500.00		0.00			
N 11	WPTV	10/26/12	11/06/12	M-F 1-2p M-F 1-2p	CM	1-2p	11111--	:30	5	\$425.00	FX	0.00	NM	4	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	-1-11--					3	\$425.00		0.00			
Week:		11/02/12	11/08/12	-1-----					1	\$425.00		0.00			
N 12	WPTV	10/26/12	11/06/12	M-F 2-3p M-F 2-3p	CM	2-3p	11111--	:30	5	\$350.00	FX	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	1-1----					2	\$350.00		0.00			
Week:		11/02/12	11/08/12	1---1--					2	\$350.00		0.00			
N 13	WPTV	10/26/12	11/06/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11111--	:30	5	\$725.00	FX	0.00	NM	5	\$3,625.00



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Contract / Revision **309963** **Flight Dates** **10/26/12-11/06/12**

Hiatus Dates

Original Date / Revision 09/04/12/ 09/05/12

Order Sep 00:20:00

Advertiser **West / Republican / Congre** **Product** **Allen West for Congress**

Estimate # **Order # 692**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N13	WPTV	10/26/12	11/06/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11111--	:30	5	\$725.00	FX	0.00 NM	5	\$3,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/26/12	11/01/12	1--11--					3	\$725.00		0.00		
Week:		11/02/12	11/08/12	1---1--					2	\$725.00		0.00		
N14	WPTV	10/26/12	11/06/12	M-F 5-530p M-F 5-530p	CM	5-530p	11111--	:30	5	\$1,600.00	FX	0.00 NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/26/12	11/01/12	1--11--					3	\$1,600.00		0.00		
Week:		11/02/12	11/08/12	1-----					1	\$1,600.00		0.00		
N15	WPTV	10/26/12	11/06/12	M-F 530-6p M-F 530-6p	CM	530-6p	11111--	:30	5	\$1,600.00	FX	0.00 NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/26/12	11/01/12	-111---					3	\$1,600.00		0.00		
Week:		11/02/12	11/08/12	-----1--					1	\$1,600.00		0.00		
N16	WPTV	10/26/12	11/06/12	M-F 6-630p M-F 6-630p	CM	6-630p	11111--	:30	5	\$1,800.00	FX	0.00 NM	6	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/26/12	11/01/12	11-11--					4	\$1,800.00		0.00		
Week:		11/02/12	11/08/12	1---1--					2	\$1,800.00		0.00		
N17	WPTV	10/26/12	11/06/12	M-F 630-7p M-F 630-7p	CM	630-7p	11111--	:30	5	\$3,000.00	FX	0.00 NM	4	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/26/12	11/01/12	--1-1--					2	\$3,000.00		0.00		
Week:		11/02/12	11/08/12	1---1--					2	\$3,000.00		0.00		
N18	WPTV	10/26/12	11/06/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$850.00	FX	0.00 NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/26/12	11/01/12	-----S-					1	\$850.00		0.00		
Week:		11/02/12	11/08/12	-----S-					1	\$850.00		0.00		
N19	WPTV	10/26/12	11/06/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00 NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/26/12	11/01/12	-----S					1	\$850.00		0.00		
Week:		11/02/12	11/08/12	-----S					1	\$850.00		0.00		
N20	WPTV	10/26/12	11/06/12	M-F 7-730p M-F 7-730p	CM	7-730p	11111--	:30	5	\$950.00	FX	0.00 NM	4	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/26/12	11/01/12	111----					3	\$950.00		0.00		
Week:		11/02/12	11/08/12	1-----					1	\$950.00		0.00		
N21	WPTV	10/26/12	11/06/12	M-F 730-8p M-F 730-8p	CM	730-8p	11111--	:30	5	\$950.00	FX	0.00 NM	4	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/26/12	11/01/12	1--11--					3	\$950.00		0.00		
Week:		11/02/12	11/08/12	----1--					1	\$950.00		0.00		
N22	WPTV	10/26/12	11/06/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11111--	:30	5	\$1,400.00	FX	0.00 NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/26/12	11/01/12	1-1-1--					3	\$1,400.00		0.00		
Week:		11/02/12	11/08/12	1---1--					2	\$1,400.00		0.00		
N23	WPTV	10/26/12	11/01/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$1,400.00	FX	0.00 NM	1	\$1,400.00



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Contract / Revision **309963** Flight Dates **10/26/12-11/06/12**

Hiatus Dates

Original Date / Revision 09/04/12/ 09/05/12

Order Sep 00:20:00

Advertiser **West / Republican / Congre** Product **Allen West for Congress**

Estimate # **Order # 692**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N23	WPTV	10/26/12	11/01/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	-----S-					1	\$1,400.00		0.00			
N24	WPTV	10/26/12	11/01/12	Su 1130p-1205a after NEM 1130p-12x After NFL	CM	1130p-1205a	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	-----S					1	\$1,000.00		0.00			
N25	WPTV	10/26/12	11/06/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	11111--	:30	5	\$575.00	FX	0.00	NM	4	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	-1-11--					3	\$575.00		0.00			
Week:		11/02/12	11/08/12	----1--					1	\$575.00		0.00			
N26	WPTV	11/02/12	11/06/12	Sa 1130p-1a Sa 1130p-1a	CM	1130p-1a	-----S-	:30	1	\$1,350.00	FX	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S-					1	\$1,350.00		0.00			
N27	WPTV	11/02/12	11/06/12	NBC Monday Prime the voice	CM	8-11p (8:00 PM-10:00 PM)	M-----	:30	1	\$4,000.00	FX	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	M-----					1	\$4,000.00		0.00			
N28	WPTV	10/26/12	11/01/12	Wednesday Prime C chicago fire	CM	10-11p	--W----	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	--W----					1	\$2,500.00		0.00			
N29	WPTV	11/02/12	11/06/12	Friday Prime C dateline	CM	10-11p	----F--	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	----F--					1	\$2,500.00		0.00			
N30	WPTV	11/02/12	11/06/12	Notre Dame Notre Dame	CM	12p-11p (3:30 PM-7:00 PM)	-----S-	:30	1	\$600.00	FX	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S-					1	\$600.00		0.00			
N31	WPTV	11/02/12	11/06/12	NFL Game NFL Game	CM	4p-12a (8:15 PM-11:30 PM)	-----S	:30	1	\$3,500.00	FX	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S					1	\$3,500.00		0.00			
Totals													99	\$114,125.00	